

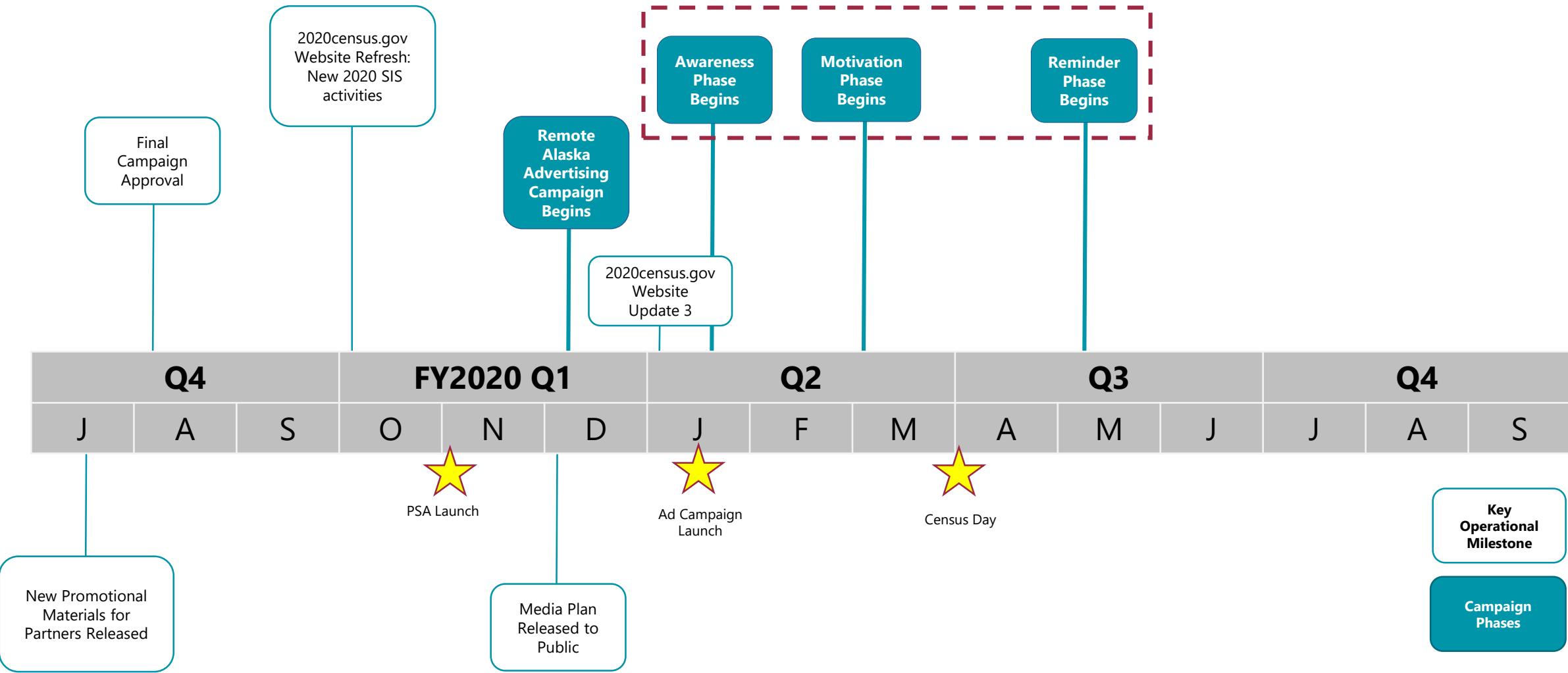
2020 Integrated Partnership and Communications Program

Presented to National Advisory Committee on Racial, Ethnic, and Other Populations

November 07, 2019

High-Level Timeline

Advertising Campaign Phases

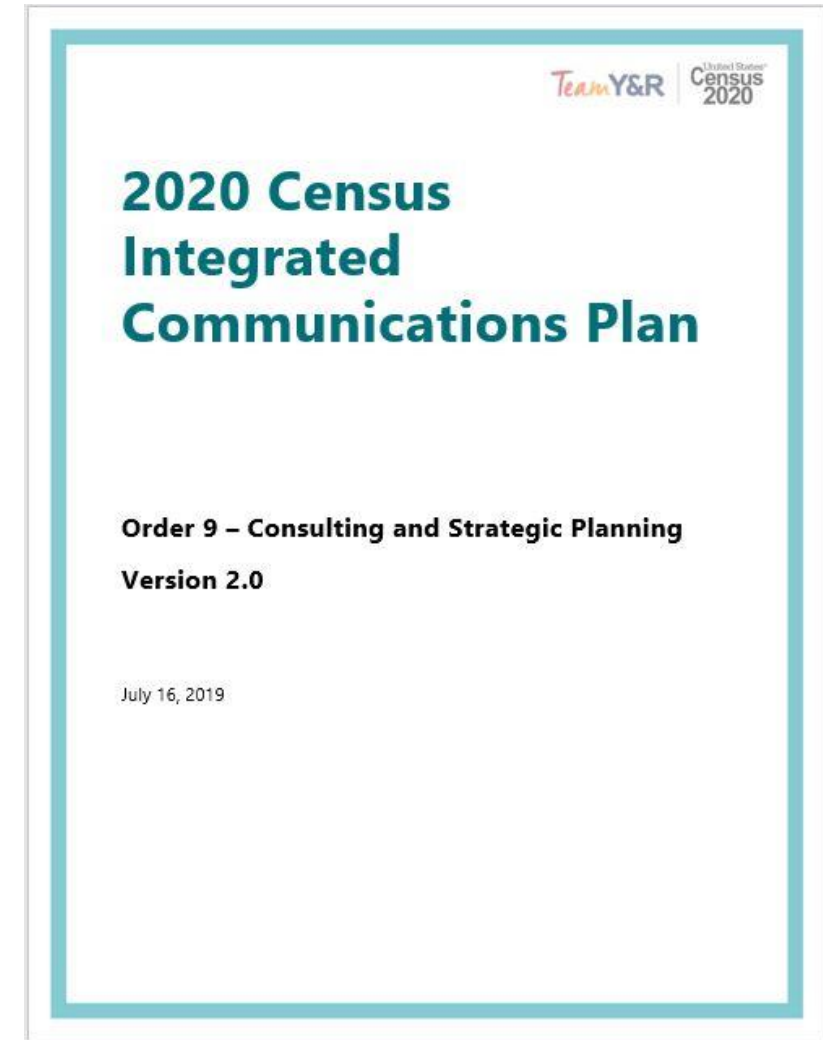


The 2020 ICC is Broad in Scope



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- Communications Plan 2.0 is a further developed and refined iteration of the previous Plan 1.0
- Plan 2.0 references and incorporates individual program-level plans, highlighting activities being executed across the 2020 Census Integrated Communications Campaign (ICC) and includes researched results and recommendations based on those findings
- Audience plans have been crafted in partnership with Multicultural partners
- Planned for delivery in Early 2020 and will be posted to 2020census.gov



Reach and Frequency: 2010 vs 2020 Plan*

2010	2010 Reach/Frequency	2020 Draft
Awareness	95% up to 18x (at least 10x with base funding + at least 5x with ARRA funding)	99.9% 21.0x
Motivation	95% up to 48x (at least 20x with base funding + at least 11x with ARRA funding)	99.9% 61.5x
Reminder	Lowest Responding up to 5x (at least 3x with base funding + at least 2x with ARRA funding)	99.4% 11.9x

*Reach/Frequency is a planning metric and is based on benchmarks of audience behaviors and future estimates.

* 2020 Reach/Frequency is estimated based on current plans. Once 2020 Census paid media plans are finalized, the Reach/Frequency estimates will be updated.

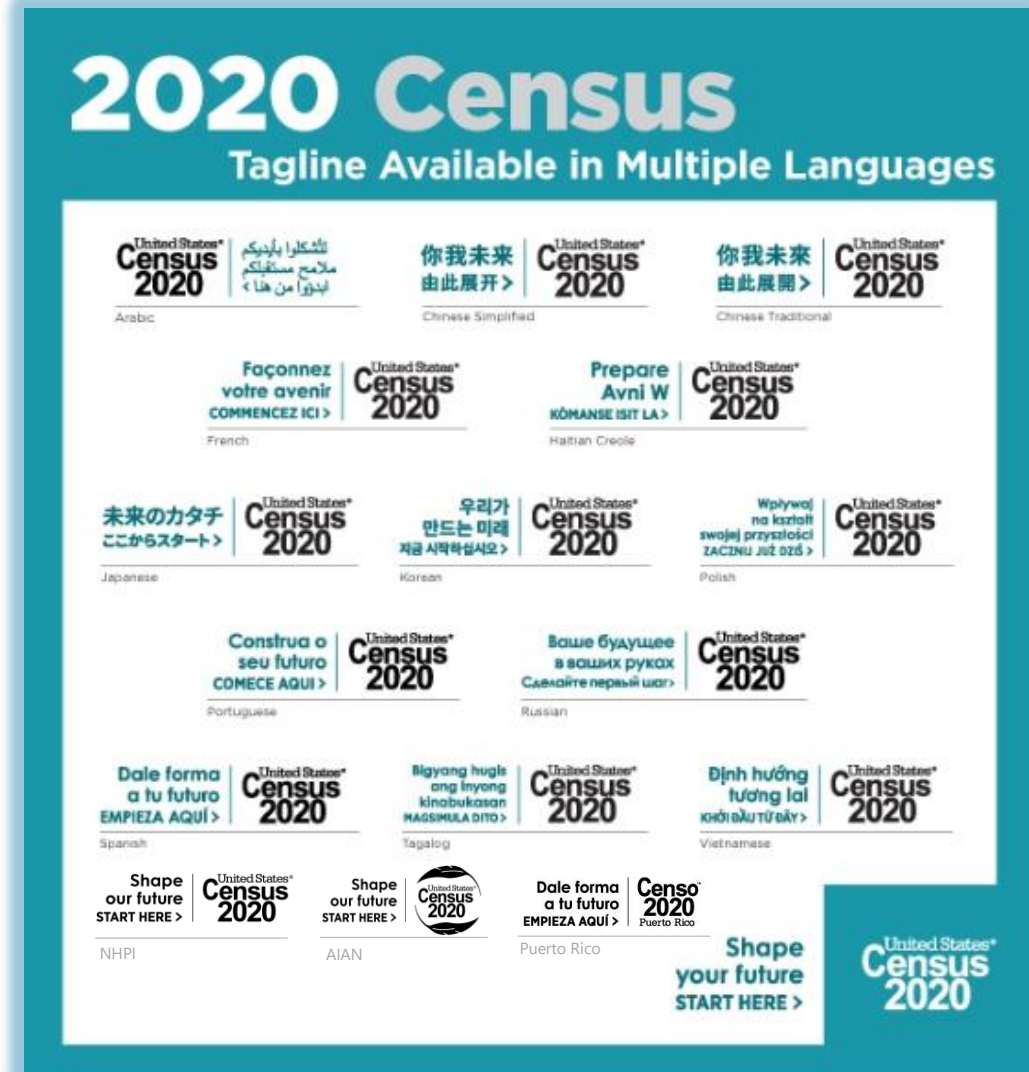
Multicultural Partners and Languages



The Kālainmoku Group



National Press release of 2020 Census Taglines Can be found at: <https://www.census.gov/newsroom/press-releases/2019/2020-taglines-logos-languages.html>



PSA Toolkit

HOW DO I TAKE
THE 2020 CENSUS?

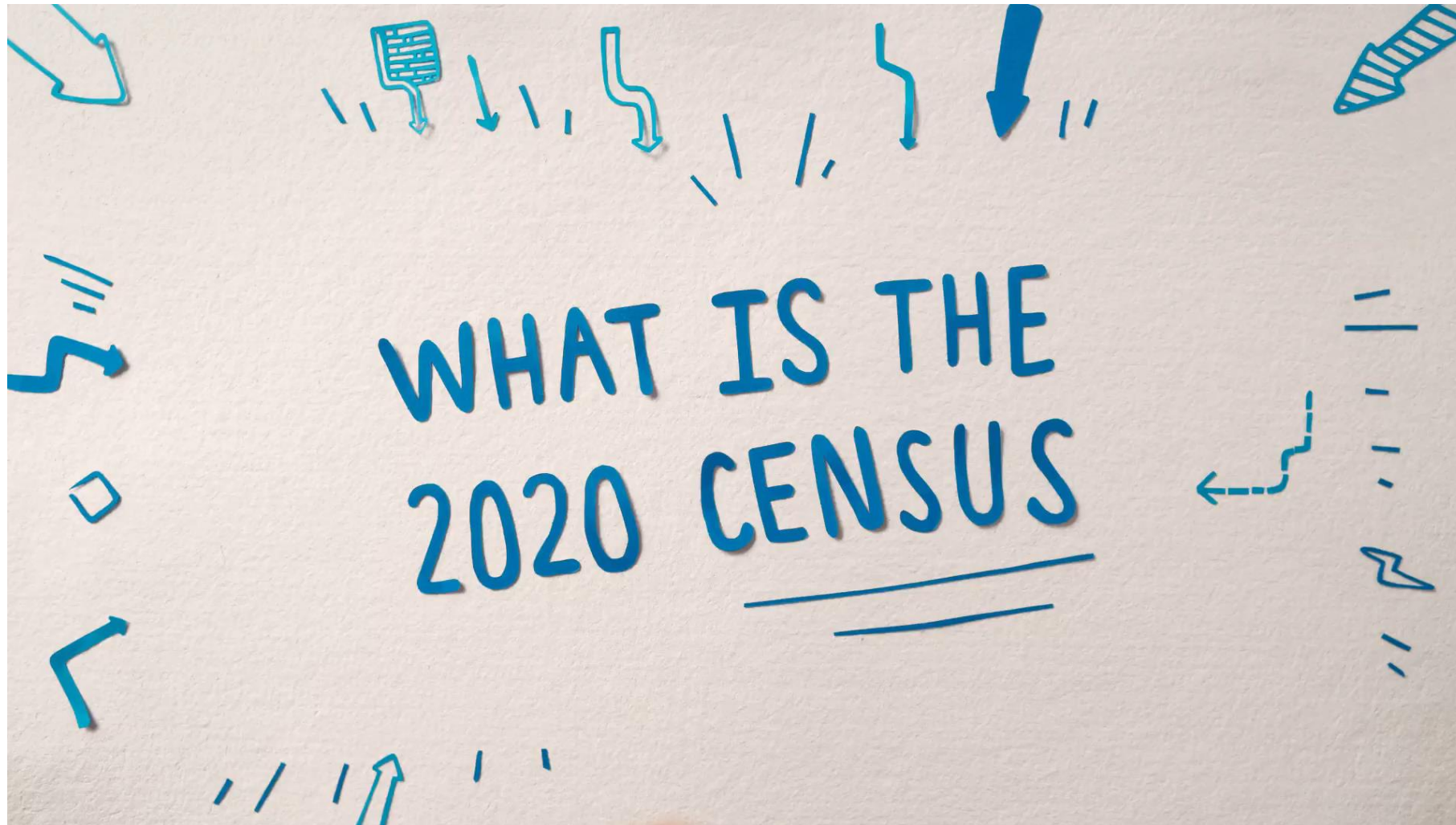
WHAT IS THE
2020 CENSUS?



IS MY
2020 CENSUS
DATA SAFE?



Diverse Mass PSA: 2 Minutes



PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

Hispanic PSA :30 Seconds



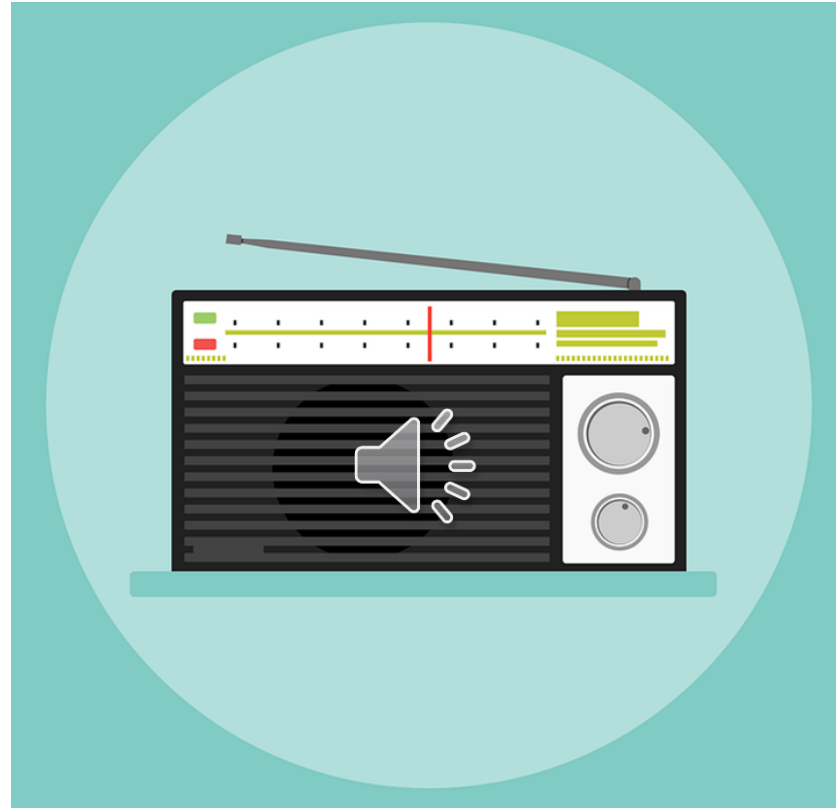
PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

Black/African American PSA :30 Seconds



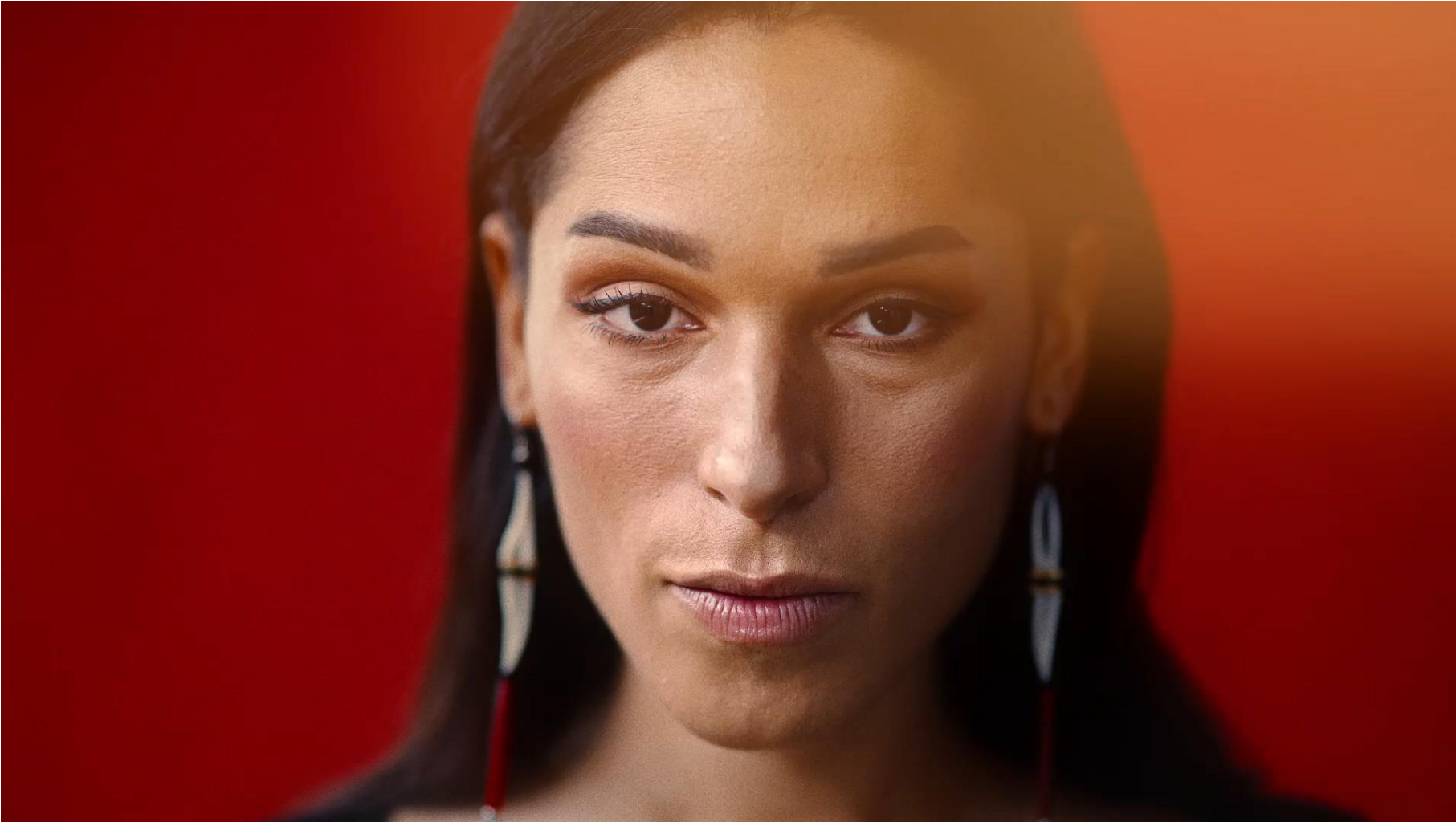
PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

Puerto Rico PSA :30 Seconds



PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

American Indian/Alaska Native PSA :30 Seconds



PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

NHPI PSA :30 Seconds



MARCUS MARIOTA

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials

“Every Moment Counts” PSA :30 Seconds



PSA will be published on 2020census.gov on its own page under Partner Outreach Materials. It will also be published on the PSA page at census.gov/schools

TeamY&R

United States[®]
Census
2020

Statistics in Schools Kickoff

Who: Close to 1,000 fifth graders from 13 schools, and approximately 50 local volunteers

District: Shelby County Schools, where 65% of students qualify as economically disadvantaged

Where: Liberty Bowl Stadium, Memphis, Tenn.

Educational Engagement: Four learning stations, with hands-on games based on SIS classroom activities teaching the importance of the census and the use of data

Speakers: Dr. Steven Dillingham, SCS Superintendent Dr. Joris M. Ray, and David Osmond, host of TV's "Wonderama"

Partners/Supporters: Shelby County Schools, University of Memphis, Memphis Redbirds, Remembering George Riley Fund, Memphis Complete Count Committee, and others



Thank You!